

# Strategic Logistics Management Stock Lambert

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this text approaches logistics from a marketing perspective and also integrates the area of marketing accounting finance and manufacturing within the text

notable changes occurring in the global marketplace since the publication of the first three editions of this book 1982 1987 and 1993 have included e commerce and widespread use of the internet growth of supply chain management a continued explosion of computer and information technology worldwide development of 24 hour markets with many organizations operating worldwide and a continued corporate emphasis on quality and customer satisfaction trade agreements such as north america free trade agreement nafta european union asean and mercosur have enabled corporations to implement regional if not entirely global logistics strategies the fourth edition of strategic logistics management has been significantly expanded to reflect these and the many other changes that have occurred as well as to include state of the art logistics information and technology the basic tenets of the previous editions have been retained but new material has been added to make the book more managerial integrative and cutting edge strategic logistics management is still the only text that takes a marketing orientation and views

the subject from a customer satisfaction perspective while emphasizing the marketing aspects of logistics it integrates all of the functional areas of the business as well as incorporating logistics into supply chain management this book has been extensively revised and updated in the areas of technology global coverage and transportation this book features brand new chapters on supply chain management ch 2 and measuring and selling the value of logistics ch 17

principles of production management computer aided design of production systems towards integration knowledge engineering design of information systems

long considered to be the standard reference work in this area this three volume set describes more than 8 000 courses offered between january 1990 and the present by various service branches and the department of defense long considered to be the standard reference work in this area this three volume set describes more than 8 000 courses offered between january 1990 and the present by various service branches and the department of defense

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